

Manufacturer Launches Fulfillment of On-line Ordering in Less than 30 Days

Mossberg & Company Accepted the Challenge!

The Challenge.

A large boot manufacturer wanted to make their product directly available to consumers in addition to selling through specialty retailers and retail web sites. The manufacturer wanted an e-commerce site where consumers could view their entire product line, place orders and receive the boots directly from the company. They lacked a way to fulfill consumer orders, as the manufacturer's warehouse was set up to accommodate wholesale shipments to their retail partners, and individual consumer orders were not something they were able to do internally and meet the consumers' expectation of speed and accuracy. The selection criteria for their fulfillment partner was high—the site needed to go live in one month, they required a warehouse within one day delivery of their corporate headquarters and they needed to reach the majority of their consumer customers using 2 day ground delivery.

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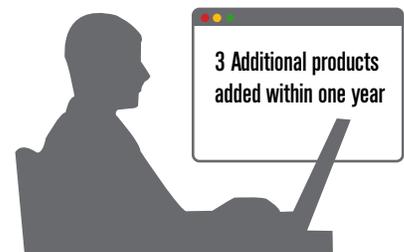
The Solution.

Mossberg & Company is strategically located in the Midwest and can reach more than 60% of American households in two days via ground transportation. Mossberg fell within the manufacturer's designated delivery area and had experienced staff in-house that already knew the manufacturer's OMS/WMS system software. To accommodate this large new customer, Mossberg was able to reconfigure the current warehouse space and expanded racking locations for 1,200 new SKU's. Processes and procedures were developed and documented, and a dedicated staff was trained on customer expectations and Mossberg's own precise quality requirements. With all hands on deck, our fulfillment team was ready and able to accept and process orders within the one month timeline and exceeded the customer's "Go Live" date expectations.

The Result.

In the first 30 days of operation a total of 371 orders were filled and 90 days from the "go live" date 4,272 orders were processed—all with 100% accuracy—with a single day record high order volume of 462. Currently, the average volume for monthly orders is 950, and in the last twelve months, the program has grown to include close to 3,000 SKU's and 3

additional product lines have been added. Consumers are now able to buy high end outdoor boots from their nearest computer or smart device and receive them in time for weekend activities. And the manufacturer is able to grow sales and margins because of their partnership with Mossberg & Company.



**30 Day
Timeline**



**3,000 SKU's
Added to
Warehouse**



**950 Average
Monthly Order**



**462 Single
Day Record
Order High**

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